

## ABSTRACT

A polyolefin resin composition is comprised of a polyolefin, polyamide fibers, a silane coupling agent and silica particles. It is produced by kneading silica particles and a resin composition comprised of at least a polyolefin, polyamide fibers, and a silane coupling agent. Alternatively, it is produced by kneading a polyamide and a resin composition comprised of at least a polyolefin, a silane coupling agent, and silica particles. Still alternatively, it is produced by kneading a polyolefin, a polyamide, a silane coupling agent, and silica particles. It can be preferably used for industrial products as it is, or as a master batch serving as a reinforcement or a modifier to be added to another resin or rubber.